



- Leave No Trace +
 Forever Mighty
 Partnership
- Industry Resources& Communications
- Scenic Byways

VISITUTAH.COM/FOREVER

FOREVER MIGHTY ETHICS

- Practice responsible and prepared travel through the principles of Tread Lightly! and Leave No Trace.
- Foster pride in place among locals and visitors alike.
- Support the local economy and locally-owned businesses.
- Celebrate and respect the diversity of our visitors and our communities.
- Encourage visitation to lesser-visited destinations, guided experiences, and off-season travel.



LNT Public Engagement

- Leave No Trace Survey (Nov-Dec, 2021)
 - 152 completed surveys
 - Through UOT newsletter, direct outreach and local DMO and partner outreach
- Listening Sessions (Dec, 2021)
 - 3 virtual sessions
 - Attended by tourism stakeholders, hoteliers, land managers, DMOs, retail hospitality and tourism businesses
 - Good representation of urban and rural areas

"We just wrapped up the session and I can confidently say that was the most engaged and valuable group that we've had in the three sessions. I'll even go as far as to say one of the top three focus groups across all of our tourism work where we've experienced very meaningful participation. There are some very passionate, thoughtful and energized people that we will be able to tap into moving forward around partner engagement across Utah." - Andrew Leary, Leave No Trace

LNT Public Engagement cont.

- Leave No Trace serves as a vehicle to bring more people into the community of Forever Mighty across the state.
- Leave No Trace is viewed very favorably the overwhelming majority of respondents
 - Positive responses across three different questions too difficult to practice leave no trace, violates the rights of others, effectively protects the environment
- 87% of respondents agree or strongly agree that Leave No Trace effectively protects the environment for future generations to enjoy.
- Utah residents believe that it is important that everyone (visitors and other residents included) practice Leave No Trace.
 - Resident should practice Leave No Trace 95.32%
 - Visitors should practice Leave No Trace 97.2%
- The majority of respondents agreed or strongly agreed (66%) that aligning and promoting a statewide Leave No Trace initiative would bring value to their organization or business.

Leave No Trace Utah 7 Principles

- Know Before You Go
- Stick to Trails and "Overnight Right"
- Trash Your Trash
- Protect Indigenous Cultural Heritage
- Minimize Campfire Impacts
- Keep Wildlife Wild
- Share Our Parks, Trails and Roads



FM + LNT Toolkit

- 7 Principles Poster
- Forever Mighty LNT brochure
- Website Content visitutah.com/Int
- Social media language
- Forever Mighty video content
- Image library
- 3 online courses
- Press release

Resources and public announcement May 23-27



1. Know Before You Go

A little extra planning can expand your knowledge, reduce your impact and improve your adventure. Prepare to travel in Utah by researching your destinations, packing for a range of conditions and making backup plans just in case.

2. Stick to Trails and Overnight Right

From solitary hikes to group rides, there are trails for every traveler. Following signage, sticking to the path and using a little know-how will keep Utah's trails and campsites safe and open.

3. Trash Your Trash

One person's trash can greatly impact a natural treasure. No matter where you go, have a garbage and bathroom plan ready (for you and your group) and know how to correctly dispose of all waste, which may mean packing everything out.

4. Protect Indigenous Cultural Heritage Indigenous and other historical and cultural sites are verywhere in Utah and they are important to modern descendant communities and researchers

Protect these sites by observing and admiring structures, objects, rock imagery and historical inscriptions at a respectful distance.

5. Minimize Campfire Impacts

There's nothing quite like cozying up to a campfire, but not all places and conditions are safe to have one. In areas where fires can be built, keep them small and in existing fire rings and be prepared to extinguish them completely.

6. Keep Wildlife Wild

Being in Utah's outdoors means sharing them with wildlife, which may include bears. Respect their home by only observing from a distance. Save human food for humans, ensure pets are within your control and know local fishing, hunting and boating quidelines.

7. Share Our Parks, Trails and Roads

When traveling in Utah, you may find yourself part of a crowd. While there are many ways to enjoy the outdoors, we can help each other out by being patient, minimizing noise and reducing speed, whether in town or on the trail.





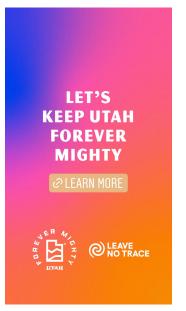
DMO Forever Mighty Social Assets



















UTAH OFFICE OF TOURISM

Industry Update

MARKETING

Industry Communications





UTAH OFFICE OF TOURISM

Industry Update

MARKETING

Scenic Byways

National Scenic Byway Program announced a competitive byways grant

Available for byways of all levels for marketing, planning, and byway improvements

UOT and UDOT collaboration on possible statewide efforts, including marketing projects for all byways

Applications are due June 20, 2022



